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Oggetto	:	Directa SIM: new records for clients, total assets and executed orders in the first half of 2026

Testo del comunicato

See the attached document

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PRESS RELEASE

Directa SIM: new records for clients, total assets and executed orders in the first half of 2026

- Clients reached 166,261, up 20.9% from 31 December 2025
- Total assets stood at €11.5 billion, an increase of 18.6% from 31 December 2025
- Nearly 3.8 million orders were executed, up 26.9% compared with the first half of 2025

Turin, 16 July 2026

Directa SIM S.p.A. (D.MI), a company listed on Euronext Growth Milan, closed the first half of 2026 with new records across its key growth indicators: number of clients, total assets and number of executed orders.

As of 30 June 2026, the **number of clients** reached 166,261, up 20.9% from 31 December 2025, with an increase of more than 28,690 new active accounts.

The record result achieved during the half year was supported by the continued expansion of the investor base seeking autonomous, digital investment solutions. Against a backdrop of generally positive financial markets, investor interest was further fuelled by geopolitical developments, which affected the performance of energy commodities, as well as by strong momentum around themes linked to technological innovation and artificial intelligence. These factors helped support market activity and foster broader investor participation.

In this context, Directa was able to capitalize the opportunities offered by the market thanks to an offering that continues to stand out for its technological innovation and quality of service. Through its platforms, Directa provided efficient access to financial markets, while delivering a high level of client support and maintaining a constant ability to adapt to regulatory, operational and market developments; qualities that have distinguished the company for more than thirty years.

This was accompanied by intensive communication and marketing activities aimed at strengthening brand awareness, increasing the company's visibility and consolidating Directa's positioning as a key reference point in the Italian online trading landscape.

Total client assets reached 11.5 billion Euro, an increase of 18.6% compared with year-end 2025.

The increase in the value of client assets was driven mainly by growth in the number of clients and by continued positive net inflows from existing clients. To a lesser extent, this growth was attributable to the favourable performance of financial markets during the half year, particularly in the United States, which nonetheless contributed to the revaluation of assets held by clients.

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The total number of client orders executed in the first half of 2026 was 3.8 million, up 26.9% compared with the first six months of 2025. In particular, the number of executed orders on Italian cash markets exceeded 2.4 million, an increase of 33.4%.

Interest in ETFs was particularly strong, with trading activity recording significant growth during the half year. The value of ETF trades increased by 76.6% compared with the first half of 2025, while the number of executed orders rose by around 63.3%, confirming the growing use of these instruments, which offer clients efficiency and diversification.

At the end of June 2026, **ETFs** accounted for more than 50% of total client assets by value, confirming the growing role these instruments play within investors' portfolios. This figure reflects the success and increasing adoption of ETFs in recent years, driven by their diversification benefits, cost transparency and ease of access to financial markets.

Finally, it is worth noting the significant growth in trading activity on **US equity markets**, with executed orders increasing by 36% compared with the same period of the previous year. This trend was supported by continued investor interest in leading US technology stocks, particularly those linked to artificial intelligence and digital innovation, as well as by the many opportunities offered by a market environment marked by high volatility and frequent events capable of influencing share price performance.

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Andrea Busi, the CEO of Directa, commented on the results saying that:

"The results for the first half of 2026 confirm the strength of our business model and Directa's growing appeal among Italian investors. The continued increase in the number of clients, assets under management and trading activity is an important recognition of the work carried out over recent years and encourages us to continue on our path of technological innovation and constant evolution of our offering. In an environment marked by increasingly intense competition and rapid transformation across the financial sector, Directa continues to stand out for the quality of its service, innovation and proximity to clients, further consolidating its role as a key reference point in Italy for online investing."

Stefano D'Orazio, Chief Commercial Officer of the company**,** added that**:**

"The results for the first half confirm a structural shift: more and more Italians are choosing to invest independently and consciously. In June, we opened a new account every eight minutes, and the growth in executed orders shows that both the number of clients and their level of market participation are increasing. The 20,000 members of Directa Academy confirm the central role of

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financial education in supporting our clients' growth journey. Our ambition goes beyond today's results. We believe the greatest opportunity for Italian savings lies in supporting millions of people on their journey from Saver to Investor: transforming savings into investments with simplicity, awareness and autonomy. This is the mission that guides our investments in the evolution of our platforms, the adoption of AI tools and financial education, with the aim of making a tangible contribution to the growth of financial literacy in Italy."

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This press release is available in the Investor Relations section of the website directa.it.

Directa SIM was founded in 1995 to enable private investors to trade directly on the markets, at a time when Borsa Italiana was moving trading to electronic platforms and abandoning open outcry floor trading. On 8 November 1995, the first stock market order was placed from Directa SIM's offices in Turin, using a telephone-line data connection via modem. In 1996, the phenomenon grew rapidly: online trading was born as a service accessible to everyone, with Directa SIM as its pioneer. Directa SIM forever changed the history of investing in Italy and remains focused on its mission of giving everyone the freedom to invest independently through accessible technology.

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